

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
31 May 2001 (31.05.2001)

PCT

(10) International Publication Number  
**WO 01/39001 A1**

(51) International Patent Classification<sup>7</sup>: **G06F 15/16**

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(21) International Application Number: PCT/US00/32510

(22) International Filing Date:  
29 November 2000 (29.11.2000)

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(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
60/167,802 29 November 1999 (29.11.1999) US

(81) **Designated States (national)**: AE, AL, AM, AT, AU, AZ,  
BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK,  
DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL,  
IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU,  
LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT,  
RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA,  
UG, UZ, VN, YU, ZA, ZW.

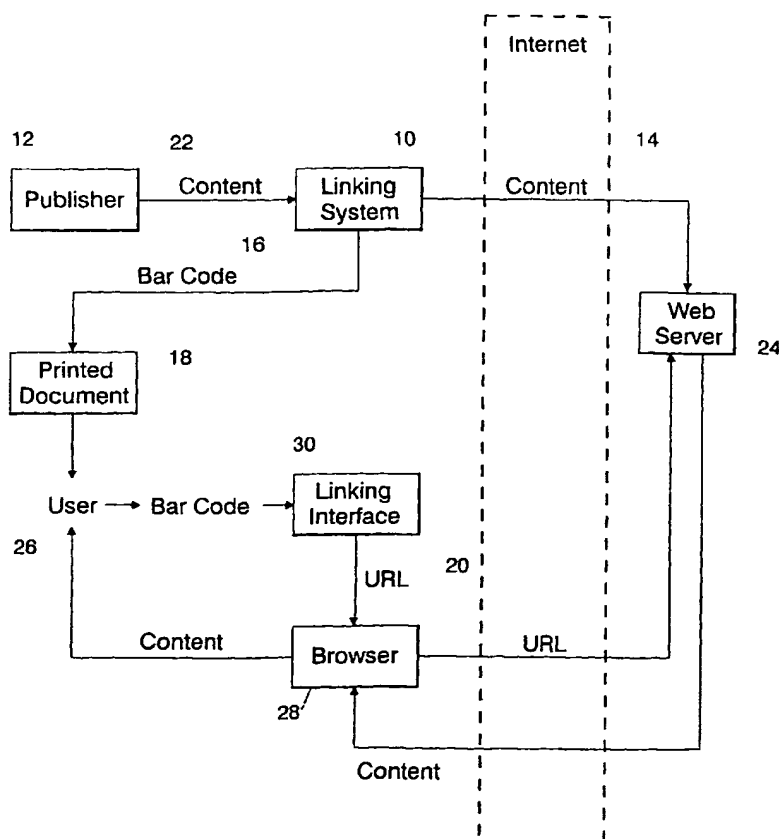
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(84) **Designated States (regional)**: ARIPO patent (GH, GM,  
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian  
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European  
patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,  
IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF,  
CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

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[Continued on next page]

(54) **Title: SYSTEM AND METHOD FOR LINKING ONLINE RESOURCES TO PRINT MEDIA AND AUTHORING TOOL FOR SAME**



(57) **Abstract:** A network-based system and method permit a publisher (12) to generate and encode content to be readily accessed by codes (16) or indicia, such as bar codes, and which may be associated with advertising related to the content via the codes. The system supports composer, reader, discovery, and static web page interfaces for permitting users (26) to act as publishers (12), readers, or browsers (28), using the codes for efficient and rapid access of content.

WO 01/39001 A1